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## WHAT IS CLAIMED IS

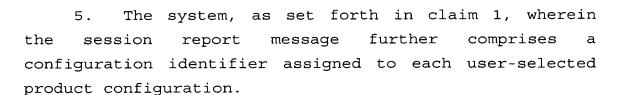
1. An online system for generating reports related to consumer product online orders, comprising:

at least one presentation application operable to capture user online session data including a presentation application identifier, session identifier, user data, user click stream data, and product configurations selected by the user, and generate a session report message incorporating the user online session data;

a web server in communication with the presentation application and operable to receive the session report message;

a report processor operable to receive the session report message, and storing the user online session data in a report database.

- 2. The system, as set forth in claim 1, wherein the session report message further comprises product identifiers having the user-selected product configuration in-inventory and in-process identified in a user-initiated online search.
- 3. The system, as set forth in claim 1, wherein the session report message further comprises session start date and time, session end date and time, and entry and exit web pages.
- 4. The system, as set forth in claim 1, wherein the session report message further comprises a user 30 identifier.



6. The system, as set forth in claim 1, wherein the report processor comprises a report log utility operable to receive the session report message and cleanse the session data therein.

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- 7. The system, as set forth in claim 6, wherein the report processor further comprises a data collector operable to receive the cleansed session data from the report log utility and storing the session data in the report database.
- 8. The system, as set forth in claim 1, further comprising a workflow manager operable to receive order messages related to the placement of online orders for the products, and to route a copy of the order messages to the web server for processing by the report processor and storage in the report database.
- 9. The system, as set forth in claim 1, further comprising a workflow manager operable to receive lead messages related to leads for contacting customers about the products, and to route a copy of the lead messages to the web server for processing by the report processor and storage in the report database.

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- 10. The system, as set forth in claim 1, further comprising a workflow manager operable to receive status messages related to the status of online orders, and route a copy of the status messages to the web server for processing by the report processor and storage in the report database.
- 11. The system, as set forth in claim 1, further comprising credit messages generated by a credit processor containing customer credit and financing information being processed by the report processor and stored in the report database.
- 12. The system, as set forth in claim 1, further comprising dealer messages containing participating dealership information being processed by the report processor and stored in the report database.
- 13. The system, as set forth in claim 1, wherein 20 the products are automotive vehicles.



14. A method of processing and storing data associated with online orders for consumer products having particular product configurations, comprising:

capturing an online order containing at least one product identifier and at least one product configuration submitted by an online customer;

capturing click stream data generated during an online session during which the online customer submitted the online order; and

10 storing the online order and click stream data in a report database.

15. The method, as set forth in claim 14, further comprising:

15 generating an order message incorporating the at least one product identifier and the at least one product configuration; and

sending the order message to a report processor for processing.

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16. The method, as set forth in claim 14, further comprising:

generating a session data message incorporating the click stream data; and

- sending the order message to a report processor for processing.
  - 17. The method, as set forth in claim 14, wherein capturing the click stream data comprises:
- 30 capturing a session identifier; and capturing a customer identifier.



18. The method, as set forth in claim 14, wherein capturing the click stream data comprises:

capturing click stream data associated with user input to select a product configuration; and

- generating and capturing a configuration identifier for each user-selected product configuration.
- 19. The method, as set forth in claim 14, wherein capturing the click stream data comprises:
- 10 capturing an online session starting point; and capturing an online session ending point.

20. The method, as set forth in claim 14, wherein capturing the online order comprises:

capturing an online order number;

capturing a session identifier during which the online order was placed by the customer;

capturing a configuration identifier of the product configuration; and

capturing a product identifier.

10 21. The method, as set forth in claim 14, wherein capturing the online order comprises:

capturing order information; capturing order status; and capturing dealer action needed.

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22. The method, as set forth in claim 14, further comprising:

extracting the session data from the session data message; and

20 cleansing the session data.

23. The method, as set forth in claim 14, further comprising:

receiving an online contact lead message containing 25 customer data;

extracting the customer data; and storing the customer data in the report database.

24. The method, as set forth in claim 14, further comprising:

capturing participating dealer information;

generating a dealer message containing the participating dealer information; and

storing the participating dealer information in the report database.

- 25. The method, as set forth in claim 24, further 10 comprising generating a dealer report.
  - 26. The method, as set forth in claim 14, further comprising:

capturing customer credit and financing information; generating a customer credit message containing the customer credit and financing information; and

storing the customer credit and financing information in the report database.

- 27. The method, as set forth in claim 14, further comprising generating a report on metrics related to the online orders.
- 28. The method, as set forth in claim 14, further comprising generating a report on metrics related to the click stream data.

29. A method of reporting data associated with online orders for consumer products having particular product configurations, comprising:

capturing a product configuration selected by an online customer;

capturing an online order containing at least one product identifier and specifying the product configuration;

capturing click stream data generated during an online session during which the online customer submitted the online order;

storing the product configuration, online order and click stream data in a report database; and

generating reports related to the product configuration, online order, and click stream data.

30. The method, as set forth in claim 29, further comprising:

generating an order message incorporating the product identifier and the product configuration; and

sending the order message to a report processor for processing.

31. The method, as set forth in claim 29, further comprising:

generating a session data message incorporating the click stream data; and

- sending the order message to a report processor for processing.
  - 32. The method, as set forth in claim 29, wherein capturing the click stream data comprises:
- capturing a session identifier;
  capturing a customer identifier;
  capturing an online entry point for the session; and
  capturing an online end point for the session.
- 15 33. The method, as set forth in claim 29, wherein capturing the click stream data comprises:

capturing click stream data associated with user input to select a product configuration; and

generating and capturing a configuration identifier 20 for each user-selected product configuration.

34. The method, as set forth in claim 29, wherein capturing the online order comprises:

capturing an online order number;

capturing a session identifier during which the online order was placed by the customer;

capturing a configuration identifier of the product configuration; and

capturing a product identifier.

35. The method, as set forth in claim 29, wherein capturing the online order comprises:

capturing order information; capturing order status; and capturing dealer action needed.

36. The method, as set forth in claim 29, further comprising:

extracting the session data from the session data 10 message; and

cleansing the session data.

- 37. The method, as set forth in claim 29, further comprising:
- receiving an online contact lead message containing customer data;

extracting the customer data; and storing the customer data in the report database.

20 38. The method, as set forth in claim 29, further comprising:

capturing participating dealer information;

generating a dealer message containing the participating dealer information; and

- 25 storing the participating dealer information in the report database.
  - 39. The method, as set forth in claim 29, further comprising:
- capturing customer credit and financing information; generating a customer credit message containing the customer credit and financing information; and

storing the customer credit and financing information in the report database.

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40. The method, as set forth in claim 29, further comprising generating a metric report related to the online orders.

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41. The method, as set forth in claim 29, further comprising generating a metric report related to the click stream data.